

The Virtues of Verticality

by **Cro&Co** Architecture

Press kit

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The Virtues of Verticality

Some ideas for restoring the legitimacy and desirability of verticality.

Whether symbols of progress or excess, objects of fascination or rejection, high-rise buildings leave no one indifferent. Faced with an urgent environmental need, and in the wake of the pandemic, how to draw the future of high-rise buildings today?

For Cro&Co Architecture, the vertical model seems capable of renewing itself in favour of the environment and the user, and providing innovative responses to carbon neutrality, the fight against soil artificialisation, mixed use and urban and civic reconnection.

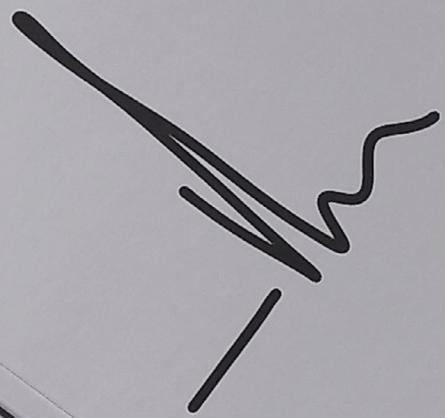
Having designed and rehabilitated some tall buildings (Trinity Tower, awarded 'best office building of the world' *, Mirabeau Tower, etc.), the agency is continuing its research to combine verticality, well-being and innovation.

In The Virtues of Verticality, Cro&Co Architecture puts forward ideas for restoring the legitimacy and desirability of this urban form, in particular in the tertiary sector, by sharing some advances in research and development, and inspiring examples from France and abroad.

* CTBUH Awards 2022, Council of Tall Buildings and Urban Habitat

La verticalité virtueuse

par Cro&Co Architecture



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The authors

Architects in the field

Jean-Luc Crochon and Nayla Mecattaf are respectively the directors of **Cro&Co Architecture** and **CroMe Studio**, its branch dedicated to international development.

For more than 30 years, Jean-Luc Crochon has been developing construction and renovation projects, particularly for mixed-use buildings, offices and high-rise buildings. A former partner at RPWB, Nayla Mecattaf has been involved in the construction of iconic towers such as the Shard (London).

Committed to the development of sustainable and desirable buildings, their research is regularly shared at international conferences and round tables. *The Virtues of Verticality* is their first thematic book.

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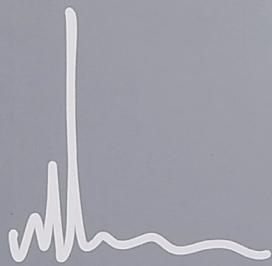
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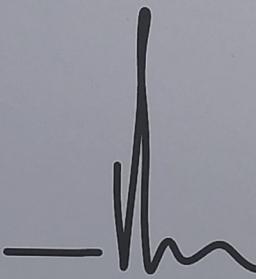


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Release date : 2 january 2026
Bilingual French/English edition
144 pages - 210 x 140 cm
20€

Book's table of contents

To stimulate discussion, the book brings together different perspectives: historical insights, an overview of the administrative and economic context, a look at recent market developments and regulations, different areas of research by industry players, examples of inspiring achievements, and the values of virtuous verticality.

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Proof by example

A selection of concrete examples, in France and elsewhere...



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Trinity

Trinity: back to the future
Paris-La-Défense, 2020



© L'AUTRE IMAGE

Odyssey

Extreme mixed-use
Paris-La-Défense, en cours d'études



© L'AUTRE IMAGE

Mirabeau

The iconic restructuring
Paris 75015, en cours de chantier



© CHRIS MARTIN

The Shard

An exemplary tower
Londres, 2012

Exchanges and meetings

The Virtues of Verticality aims to generate meetings and exchanges in order to imagine new models of verticality together... In the form of discussions, round tables, exchanges between professionals, meetings with students...





d'une opération, surpassant même sans l'avis des investisseurs, qui font de choix pour leurs immeubles. Souvent implantés dans des zones d'affaires des grandes villes et de la périphérie, ces projets sont le résultat de réflexions pour appréhender leur évolution climatique et aux nouveaux besoins d'habitat. C'est le cas de La Défense, dont plus de 10 000 personnes se déplacent aujourd'hui via les transports en commun. Un important réseau qui sera encore renforcé d'ici 2010, selon l'Express. Paris La Défense affiche l'ambition d'être une ville post-carbone de dimanche à vendredi. La moitié des émissions de gaz à effet de serre proviennent de la transformation, le quartier a engagé 15% de ses investissements dans des énergies renouvelables. Il vise également à réduire de 50% la consommation d'énergie par habitant d'ici 2010. La transformation du quartier a engagé 15% de ses investissements dans des énergies renouvelables. Il vise également à réduire de 50% la consommation d'énergie par habitant d'ici 2010.

L'emprise au sol

L'emprise au sol

A Singapour, les grandeurs conservant la moitié de la superficie des parcs naturels, îles sanctuaires isolées intéressante exige que chaque nouvelle surface qu'elle occupe au sol, ce qui très vertes : murs végétaux, jardins suspendus. Singapore Green Plan 2030 lancé par le gouvernement, encourage plus ambitieux qui amèneront le bâti de la manière la plus écologique. Sur la Côte d'Azur, une concentration de Monaco. L'emprise foncière reste la densification de la principauté. À New York, l'île de Manhattan réservé une place prépondérante.

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Two practices working across Europe

Cro&Co Architecture, co-founded by Jean-Luc Crochon, is an architectural practice composed of a diverse, multinational team of 30 enthusiasts. Based in Paris, the practice has been working on ambitious projects for renowned clients for over 20 years. Its multidisciplinary approach is reflected in a wide variety of programmes, ranging from urban development to furniture design. Sharing resources with CroMe Studio and fuelled by the dynamism of its teams and r&d department, the practice stands out for its innovative approach, which has enabled it to tackle high-rise buildings, major renovations and mixed-use projects that serve as catalysts for social cohesion.

Cro&Co's projects have been recognized by several awards: Trophées de la Construction (construction awards) 2021, Best Tall Office Building CTBUH Awards 2022 and 2001, Trophées Eiffel 2020, Prix Sati 2020, Prix Acier (steel award) 2010, Prix AMO 2002.

CroMe Studio is an architectural practice led by Nayla Mecattaf and shaped by the expertise gained over 25 years as an associate with Renzo Piano Building Workshop, during which time she managed a variety of iconic projects in Europe and the Middle East, including The Shard in London and Potsdamer Platz in Berlin.

The office draws on the combined expertise of both practices, which share the same philosophy and pooled resources. CroMe Studio focusses on international projects, using its know-how with a hint of the French touch to explore new horizons in dialogue with different cultures.



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Both practices put people and their well-being at the heart of their thinking, creating places that are adapted to their uses and their evolution, where community, serendipity, and environmental quality play a central role.

Committed to the development of sustainable and desirable buildings, their research is regularly shared at international conferences or round tables. *The Virtues of Verticality* is their first thematic publication.

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Jean-Luc Crochon

Born in Paris, Jean-Luc Crochon qualified from the UP1 school of architecture in 1988. After working as a consultant in structure and envelope with RFR, in 1998 he and Cuno Brullmann set up a new practice that would become Cro&Co Architecture, which he took over as sole director in 2008. Ten years later he

joined forces with Nayla Mecattaf to develop international projects under the name CroMe Studio.

Jean-Luc Crochon is a member of the Île de France Order of Architects, the AFEX (French Architects for Export), the CTBUH (Council on Tall Buildings and Urban Habitat) and sits on the board of directors of AMO (Architecture et Maîtres d’Ouvrage).

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Nayla Mecattaf

Born in Lebanon of French-Swiss nationality, Nayla Mecattaf qualified from the Federal Polytechnic School of Zurich. In 1993, she joined Renzo Piano Building Workshop where she stayed for the next 25 years, 18 of which as associate, and managed large-scale projects in Europe and the Middle East. In 2017

she joined Jean-Luc Crochon to create CroMe Studio in order to develop international projects.

Guest lecturer at Paris–Malaquais and Biberach University (Germany), Nayla Mecattaf is a member of the Île de France Order of Architects, the SIA (Swiss Society of Engineers and Architects), the AFEX (French Architects for Export), and the CTBUH (Council on Tall Buildings and Urban Habitat).

Contact

Cro&Co Architecture

13 rue Gracieuse 75005 Paris
office@croandco.archi
+33 155 43 3131

CroMe Studio

13 rue Gracieuse 75005 Paris
office@crome.archi
+33 147 07 83 83

Press & partnership

Angela Perigot
Communication manager
aperigot@croandco.archi
+33 7 69 62 34 13

